

# SPORT MANAGEMENT

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**Admission exams:** Economics (04) or Mathematics Applied to Social Sciences (17) or Portuguese (18)

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Sport is much more than a game. Sports federations, clubs and athletes, specialist retailers, sponsors and fans, gyms, specialist media and many others represent a growing industry. This course aims to train professionals who are able to:

Plan, manage and supervise projects, events and organisations in the sports industry;

Identify strategic priorities in the sports contexts in which they operate;

Reformulate management processes depending on the different contexts in which sport can take place;

Help develop event management projects, build and manage sports facilities and sports organisations.

## **Professional opportunities**

Public sector (general manager, management assistant, consultant, senior technical staff, sports event or facility manager); Not-for-profit private sector (sports director, technical secretary, marketing manager); For-profit private sector (sports company manager, product manager, commercial manager).

## **What makes this course different?**

The training on this Bachelor's degree benefits from an enriching setting thanks to the diverse range of courses on offer, its cross-cutting nature regarding the sports system and the remarkable performance of ISMAI graduates in the region and the country as a whole.

Academic staff are members of research units classified as "Very Good" (Research Centre in Sports Sciences, Health and Human Development - CIDESD) and "Good" (Research Centre in Business Sciences - NECE) in the Foundation for Science and Technology's international evaluation.

## **Internationalisation**

Students may apply for periods of mobility for studies in around 150 higher education institutions of more than 30 countries, as well for international internships, with possibility of financial support.

## YEAR 1

### SEMESTER 1 • 30 ECTS

- 5 Introduction to Physical Education and Sport
- 6 Information and Communication Technologies
- 5 Business Organisation and Management
- 4 Accounting I
- 5 Introduction to Social Sciences
- 5 Collective Sports: Principles and Practices I (a)

### SEMESTER 2 • 30 ECTS

- 4 Economic Analysis
- 5 Financial Calculus
- 5 Accounting II
- 5 Sport Development Theory
- 4 Sports Law
- 7 Collective Sports: Principles and Practices II (a)

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## YEAR 2

### SEMESTER 1 • 30 ECTS

- 5 Psychology of Physical Activity
- 5 Investment Analysis
- 7 Marketing and Advertising
- 4 Analytical Accounting
- 4 Sport Governance
- 5 Individual Sports: Principles and Practices I (a)

### SEMESTER 2 • 30 ECTS

- 5 Statistics
- 5 Computer Science for Business Management
- 4 Project Management
- 4 Human Resource Management
- 4 Taxation
- 8 Individual Sports: Principles and Practices II (a)

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## YEAR 3

### SEMESTER 1 • 30 ECTS

- 5 Municipal Sport Management
- 5 Sports Facility Management
- 5 Sports Event Management
- 5 Emergency Organisation
- 5 Sports Marketing
- 5 Prevention Organisation and Management

### SEMESTER 2 • 30 ECTS

- 4 Research Methods
- 4 Innovation Management
- 4 Ethics and Deontology of Sport
- 4 Comparative Studies in Physical Education and Sport
- 14 Work Placement

(a) The specific sports that are included in these course units are set by the course's pedagogical and scientific committee, following a proposal by the coordinator, for periods of three academic years.